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GENOA 2016:

ADVANCES IN METAPHOR STUDIES

<http://www.lingue.unige.it/eventi/metaphor2016>

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University of Genoa, Italy

The so-called "Cognitive Revolution" brought with it, among other features, Cognitive or Conceptual Metaphor (CM) (Reddy, Lakoff and Johnson), refining and expanding theories of comparison and property attribution. In the period 1970-1990 circa, CM gradually came to dominate the metaphor scene, consolidating its position in the twenty years that followed, also bolstered by relevance theory and Gricean pragmatics. Naturally, there were "offshoots" and complementary strands - developments such as blending theory – which enriched the scene. Unsurprisingly, inadequacies were also identified and "alternatives" or "integrations", such as perceptual simulation (Gibbs, Barsalou), framing (Schoen, Reddy) offered. Indeed, framing may be combined with conceptual blending (Fauconnier and Turner), the importance of pragmatics and context (Douthwaite, Kovecses), and of narratological theory (Biebuyck and Martens). There have also been more radical criticisms of this broad line of investigation, tending to come within more traditional domains of literary criticism and rhetoric theory (part one

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of Fludernik). In this domain non-cognitive approaches have not failed to make their mark (e.g. a revitalisation of analogy, Coenen).

Just as the theoretical domains are extremely wide-ranging, so are the domains of application, with every area of language having been treated – literary, conversation, politics, classroom, art, medicine, law, economics to name but a few.

Papers are therefore invited from all disciplines, including literature, linguistics, psychology, sociology, criminology, anthropology, communication studies, medicine and the hard sciences, on any aspect of metaphor theory and its applications. Papers are also welcome which trace the development of metaphor theory and how developments in metaphor theory are related to more general developments in the field of science.

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